

## SOCIAL UNIT PLAN CONSULTS DOCTORS.

Movements to socialize medicine have quite frequently in the past been undertaken without consulting the medical profession. It is reassuring to learn of a new experiment in the socialization of health work which puts into the hands of the physicians themselves the task of working out the methods of the movement. Such is the purpose of the Social Unit Experiment which is now being developed in Cincinnati.

The first feature of the health work which the Social Unit plans to undertake is infant welfare. A station for the mothers of young babies is to be opened in a district in this city under the supervision of the physicians of that district. The staff in charge of the station will be selected by the medical profession of the district and they will be paid at rates agreed upon by the profession as adequate to insure members of the staff against financial loss from this service.

Thus, instead of importing into this territory outside physicians who would contribute their services, and whose clinical experience would be secured in practice on persons who might otherwise have been patients of the local doctors, the medical men of the local community are given the opportunity for clinical work on their own patients, under the direction of a supervisor selected by themselves and with a guarantee of reasonable payment for their work.

A considerable increase in the demand for medical service in the district is expected because of the fact that the Social Unit Plan aims to get in touch with the mother of *every* baby in the district and later to develop other types of medical service to meet the health needs of the community in a complete and thorough-going way.

A movement which starts out to improve medico-social conditions with the assumption that the interests of the profession should be protected, and that the advice of the doctors should be secured, is worthy of study and deserving of success.

J. H. L.

## OUR ADVERTISERS AND THEIR ADVERTISEMENTS.

We wish to call the attention of the readers of the AMERICAN JOURNAL OF PUBLIC HEALTH to the advertisements.

To advertisers we speak of the quality of the readers of the JOURNAL. We tell them that among their number are most of the more prominent health officials, national, state and municipal; that these officials purchase large quantities of supplies for their departments.

The average per capita expenditure of the readers of this JOURNAL is probably higher than that of any other journal of the country. Many of the products purchased by them are in the national market. This is rather exceptionally true of the products used by health departments and supplies used in preventive medicine generally.

In view of this fact the readers of this JOURNAL are especially in need of the news about articles advertised.

We now wish to direct your attention to the other side of the question.

Wherever there is any question advertisements offered this JOURNAL are submitted to the editorial board. Our advertisers have quality.

We wish to suggest to our readers that when they want the news about advertised products that they read our advertising columns. When they are in the market for supplies of any kind they should read the advertising columns of this JOURNAL and then give our advertisers the privilege of submitting bids.

If they are in the market for any supplies concerning which they are without the news, we will be glad to submit such news as we can gather for them.

If they will send us news items relating to budgets, intended purchases, or intended buildings or installations, we will be glad not only to publish the items but to put them in touch with sources of supply.

W. A. E.